

WIC 50TH ANNIVERSARY
Partner Toolkit

DECEMBER



The Future of WIC

This year, we recognize an incredible milestone in the evolution of maternal and child health care — the 50th anniversary of the Women, Infants, and Children (WIC) program. Since the opening of the first clinic in 1974, WIC has been an unwavering beacon of support, committed to improving public health outcomes for women, infants, and children.

How You Can Help

As we reflect on this remarkable journey, the National WIC Association (NWA) invites you to join us in honoring the countless stories of strength, resilience, and compassion that have defined WIC's legacy. Beginning in January 2024, we will publish a monthly partner toolkit and video recognizing an important theme, accomplishment, or milestone of the WIC program. We encourage you to share these toolkit resources widely and join us in showcasing the decades-long positive impact of WIC. Please use the following content for your November social media posts. Here's to 50 years of empowering families, building healthier communities, and nurturing the bright possibilities that lie ahead!

December: The Future of WIC

As we celebrate the final month of WIC's 50th anniversary, we reflect on half a century of compassionate care and look ahead to a future filled with continued growth, unwavering hope, and improved outcomes for every family. From the 2024 food package updates to the integration of telehealth, online platforms, and other innovative solutions, WIC is evolving to meet the changing needs of families at every stage. Join us as we honor 50 years of meaningful impact and envision a bright future for WIC—one that continues to expand and adapt to better serve even more women, children, and families in the years to come.

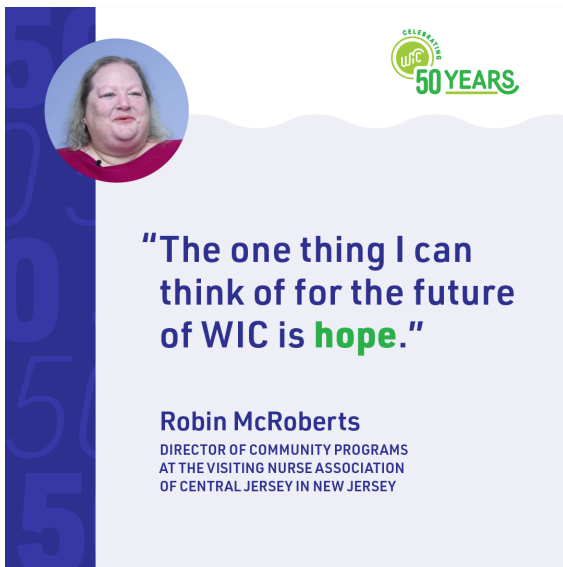
Celebrate with NWA using these resources provided below:

1. 50 Years of WIC: The Future of WIC
2. Celebratory Social Media Graphics
3. Sample Social Media Posts

The Future of WIC

The video can be viewed at the link here: wic50th.nwica.org/#video

Social Media Graphics



To download the full suite of social media graphics, [click here](#)

Twitter/X

1. Over the past 50 years, WIC has continuously evolved to meet the needs of families with tailored food packages, nutrition education, breastfeeding support, immunization screenings, and more. Visit signupwic.com to apply today! #WIC50
2. The 2024 WIC food package updates enhance equitable access to nutritious food, improve nutritional quality, and permanently increase the Cash Value Benefit for fruits and vegetables. Learn how your family can apply for WIC today: signupwic.com #WIC50
3. As we celebrate the final month of WIC's 50th anniversary, we honor half a century of compassionate care and look forward to a future of continued growth and innovation. Discover how WIC is evolving to better serve families for the next 50 years: [WIC50th.nwica.org](https://wic50th.nwica.org) #WIC50
4. Since 1974, WIC has been an essential source of support, continually evolving to meet the needs of families today and tomorrow. Discover how WIC is embracing new innovations to expand access to healthy food and nutrition education into the future: [WIC50th.nwica.org](https://wic50th.nwica.org) #WIC50

Facebook/Instagram

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2. The 2024 WIC food package updates enhance equitable access to nutritious food, improve the nutritional quality of the food in the package, prioritize making WIC more participant-centered, and permanently increase the Cash Value Benefit for fruits and vegetables. Learn more about WIC's wide range of resources and apply today: signupwic.com #WIC50
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5. "I feel like the WIC program and its existence for 50 years is a strong symbol of hope. It indicates that as a society we are caring for the most vulnerable among us," says Dr. Georgia Machell, president & chief executive officer of the National WIC Association. Learn more about how WIC is helping pave the way to a healthier future for every family: [WIC50th.nwica.org](https://wic50th.nwica.org) #WIC50
6. "This program has survived 50 years for a reason. It is science-based and proven to help participants. 50 years of WIC means 50 years of improving the nutritional wellbeing of

millions of people across generations,” says Darlena Birch, senior manager at the National WIC Association. Discover how WIC’s 50 years of impact are shaping the future of the program: [WIC50th.nwica.org](https://www.nwica.org/wic50th) #WIC50